

October 28, 2003

**Roadmap to the Future Public Forum
at Via Linda Senior Center**

- Who will position Scottsdale for short and long-term prosperity?
- Taxes are also an important consideration for relocating companies/business. For example, no personal income tax can lure people/business from one state to another.
- Need to re-evaluate Arizona tax structure. And Scottsdale needs to be at the table now. Currently, seems to be very little push to make it clear change is needed.
- What does service-oriented industry mean? Define. Need to identify other service industries that aren't as vulnerable. Medical could become vulnerable with federal restructuring work. Need variety -- don't put eggs all in one basket.
- We can bring jobs here. But without diverse housing, people will still live in neighboring cities.
- Scottsdale needs greater retail tax opportunities. Add shopping districts to south and north Scottsdale. Maximize and create new sales tax generating modes. We need entertainment/shopping/dining experiences throughout Scottsdale.
- What is role of industry in shaping our future? Need their influence.
- Tactical planning needs to include a "Risk Assessment." What are the issues/challenges we should consider that could change Scottsdale's future, e.g. annexation, need for a business plan, budget challenges, growth in Salt River Pima-Maricopa Indian Community.
- SRPMIC, City of Phoenix-Revenue sharing would be a huge boon. Scottsdale needs to develop good working relationships and cooperation with neighboring communities.
- Look at incoming industry into Maricopa County. Where has that gone? Why? What can we do to change those trends to be more favorable to Scottsdale?
- Timeframes for this process to receive public comment is too short. Information too spoon-fed. Not meaningful.
- Our General Plan is law in the City of Scottsdale. But most importantly, it is a living document. The General Plan can and should be updated any time we (the community and policy makers) feel it needs to be in order to ensure the Plan remains fresh and reflects the community's needs and expectations. In other words, the General Plan should be the driving force in creating actions that need and will be implemented.
- Scottsdale's General Plan goes far and beyond what is required by law. It includes goals and values-now enacted into law. If we move away from those goal/values, general plan needs to go back to voters.

- I like this plan. It will provide a more defined structure that City Council and citizens can use (as an accountability measure) to ensure we are working toward citizen-based values/goals that are law.
- The city needs a better relationship with the business community. We don't have a way for City Council to sit down with business community that represents all of Scottsdale. And we have no commission that represents business.
- Air Park and regional air industry is important. How can we expand its potential? Our future is the international market place. For example, Sky Harbor should be leveraging global trade transportation (from LAX) to bring those export/import income and resources to this region.
- What is Scottsdale's future for mass transit? We must have a good bus system to make other systems (like light rail) work. Bus pockets and Park and Ride lots are essential to mass transit.
- Is staff's suggestion to change from retail to service economy part of push for new service tax?
- Scottsdale is land-locked. Building "up" is our future; should be seen as an opportunity.
- Infrastructure never keeps up with high-intensity development. If you are building up, more density will bring more people and traffic. We need options to avoid traffic gridlock.
- Why doesn't the MAG regional Plan address the utilization of unused R.O.W. with in freeway corridor? This is not protected space. Why don't we use this existing space for freeway expansions?
- Has the relationship between City and Scottsdale Chamber of Commerce changed? What is the future of Chamber?
- What level of income are you looking for when you say, "service industry?" Many of what I would call "service-level jobs" are at \$7.50 - \$10 per hour. How can these people continue to live here and aspire to own property? Can't live in an apartment forever.
- Light rail would be a disaster. We are a car-devoted society. We have room to expand freeways. There is "hidden money" through the casinos. Scottsdale should get more casino-related funds.
- Gas is too cheap and we drive too fast. If you raise costs (e.g. create toll roads), would it bar commerce OR would it force people to change their mindsets and seek alternative ways to travel? We should be thinking about this.
- What if public bus safety conditions were improved; and instead of school children taking school buses to school, they needed to learn to take the public buses to school? We'd save money for our school districts, would increase exposure and use of local mass transit, and

would begin to change the mindset of a new generation who would otherwise continue to be dependent on cars or their parents driving them to destinations.

- Are we offering to assist SRPMIC with their development planning? We should be partnering with them rather than reacting to their plans. This would be a cultural shift for Scottsdale and our way of doing business.
- Have we benchmarked other cities and their success in implementing strategic plans?
- Please continue to take care of neighborhoods. Neighborhoods are the soul of Scottsdale; neighborhoods are a critical connection to our future. Develop more pocket parks, keep up services to preserve and sustain neighborhoods.
- Where will all of these comments be posted? How will they be used? Will City Council see them?
- What “part” will affordable housing play in Scottsdale’s future?
- This strategic action plan also needs to mention that we intend to retain and build on what we have, strengths of Scottsdale today.
- I don’t see the proper emphasis for the wise and efficient use of water as we promote tourism and recreation (golf courses) as a basis for the character and quality of life (now based on abundant water supplies) in a desert environment. How are we going to address quality-of-life issues in the face of a long-term drought?
- Plan also needs an emphasis on technology manufacturing. For example do not allow more “Big Box” retail or subsidies to individuals or entities that are not “knowledge” based. C
- Consider converting AZ 101 into a time/penalty based toll road. Love the idea of having children take public buses to school. Are there opportunities for qualified retirees to help? What is being planned with neighboring jurisdictions, i.e. Mesa, Fountain Hills, Tempe and Phoenix?
- Under “vision” delete the word “tolerant”, as it is limiting and negative in connotation. Implementation/action there have been so many studies, i.e. Scottsdale visioning, CityShape 2020 and so little follow-up. Provide more structure, specific goals, objectives and tasks and monitor progress, be accountable. Quality of life, arts, downtown, high tech, medical open space/recreational facilities. Need cooperation among the council, more consensus on key issues, demonstrate leadership, become champions for important causes, stop listening to top 10 civic activists.
- High-rise apartments and condos in downtown Scottsdale would cut down on traffic get more money for Scottsdale and provide places for growth. Underground parking would give us more land for growth.
- Global import and export – it’s our future.

- The people smoking on the patio are forcing us all to inhale their smoke. Please make future locations healthier.
- Overall, this plan provides a clear basis for public input. Add economic incentive report in as a reference. Need to study the knowledge workers of today. Where are they going and why?
- The council members will be meeting on Nov. 15th to review our comments and at that time the public will only be allowed to observe. Then, please ask Council members not to comment during this forum. This should be our time.
- Neighborhoods, in order to be "family friendly" must have an easy, safe way to get to parks without driving. Perhaps more pedestrian overpasses/underpasses can be planned specifically for places that have heavy traffic like Shea and Scottsdale or Cactus and Scottsdale Rd.